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Leaflet Regarding Rules of Publication.—CALIFORNIA AND WESTERN MEDICINE has prepared a leaflet explaining its rules regarding publication. This leaflet gives suggestions on the preparation of manuscripts and of illustrations. It is suggested that contributors to this Journal write to its office requesting a copy of this leaflet.

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EDITORIALS†

CALIFORNIA PHYSICIANS' SERVICE— INCORPORATED ON FEBRUARY 2, 1939

Names and Symbols.—"California Physicians' Service," or "C.P.S.," as a name and symbol will soon sound as familiar to Doctors of Medicine as "California Medical Association," or "C.M.A." For, on February 2, 1939, the Articles of Incorporation of California Physicians' Service (which appeared on page 134 of last month's issue of CALIFORNIA AND WESTERN MEDICINE) were filed with the Secretary of State of California, and the first Board of Trustees of the new corporation was elected by the administrative members. The California Medical Association Council* having previously, on January 14, 1939, taken the necessary steps to enable the new medical service promptly to assume its work, its board of directors, to be known as the Board of Trustees, met on February 4, 1939, and elected the following officers: President, Ray Lyman Wilbur; Vice-President, Lowell S. Goin; Vice-President, C. Kelly Canelo; Secretary, Alson R. Kilgore; Assistant Secretary, T. Henshaw Kelly; Treasurer, Alson R. Kilgore; Assistant Treasurer, T. Henshaw Kelly.

They appointed Morton R. Gibbons, Sr., M. D., San Francisco, as Medical Director, and A. W. Widenham of San Francisco as General Manager.

The Trustees, according to the By-Laws, appointed an Executive Committee consisting of T. Henshaw Kelly (Chairman), Samuel Ayres, Jr., and Alson R. Kilgore.

The new organization has established its central office in San Francisco, where it may be addressed: California Physicians' Service, 602 Mills Building, 220 Montgomery Street, San Francisco, or communicated with by telephone: EXbrook 3212.

* * *

Explanatory Brochure and Registration Blanks.—Before this issue of CALIFORNIA AND WESTERN MEDICINE is placed on the desks of members of the California Medical Association, it is expected that an explanatory brochure, prepared by the California Physicians' Service Executive Committee (containing abstract of by-laws and

† Editorials on subjects of scientific and clinical interest, contributed by members of the California Medical Association, are printed in the Editorial Comment column which follows.

* See CALIFORNIA AND WESTERN MEDICINE, February, 1939, Council minutes, Item 17, on page 133.

other needed information*) will have been received by every doctor of medicine licensed to practice in California. With this pamphlet will also be sent a registration blank. Every California Medical Association member, therefore, is requested to read carefully the contents of the brochure, and to send the registration blank to the California Physicians' Service, as promptly as possible, at the address given above. An appreciated service will likewise be rendered if every member of the Association will constitute himself a Committee of One to urge other members to do the same.

In addition, members of the California Medical Association who are acquainted with nonmembers of the California Medical Association are requested to suggest to such physicians that they also mail their registration replies to the Mills Building office.

* * *

Coöperation in Prompt Reply Will Be Appreciated.—This coöperation may be of real value because, at the present time, the California Legislature is in session and has under consideration certain compulsory health insurance bills. Prompt approval, by the entire medical profession of the State of California, of the California Medical Association's voluntary plan of medical service on a periodic payment basis will be an important indication to the legislators that the voluntary plan of so-called health insurance has the whole-hearted support of the thousands of licensed physicians of California; to whom the State and its people are much indebted for many years of altruistic service in the promotion of activities designed to conserve health and life, and whose intimate knowledge of the incidence of disease should make their opinions worthy of most careful consideration by all groups and individuals who profess interest in the betterment of the health of the people.

* * *

Reaction of the Public as Shown in the Press. The reaction of the people of California to the statewide, voluntary medical service plan proposed by the California Medical Association, in so far as it has been reflected in editorial and other articles in the daily and weekly newspapers of California, has been revealed in part to readers of CALIFORNIA AND WESTERN MEDICINE through the excerpts which have appeared in the Press Clippings columns of the OFFICIAL JOURNAL's latest issues. Because it is important for members of the medical profession to evaluate properly the reaction of the public to the proposed medical service plans, the attention of readers is again called to the quotations given, even though it may seem strange to some physicians to find that kind of reading matter in the pages of a medical publication. However, it must never be forgotten that CALIFORNIA AND WESTERN MEDICINE is primarily the official publication of organized medicine in California, and in that capacity cannot evade its responsibility to pre-

sent to its reading clientele all important information pertinent to the interests of medicine, both organized and scientific.

* * *

Future Communications from California Physicians' Service.—Henceforth, official communications from California Physicians' Service will be sent out from the offices of that corporation; although at all times the pages of CALIFORNIA AND WESTERN MEDICINE will be available for additional publicity. For easier reference, such items in future issues will be placed under the caption, "California Physicians' Service."

* * *

A United Front Should Now Be in Evidence. In the meantime, it is to be hoped that all members of the California Medical Association will give to the Association's medical service plans, as expressed in "California Physicians' Service," the fullest possible support. Granted that there may be members of the State Association who prefer to be proponents or protagonists of a system of compulsory health insurance, it certainly would seem a proper course of conduct for such physicians not to appear before mixed audiences in advocacy of compulsory health systems, but, rather, to bide a bit with their promulgations until the new voluntary system espoused by their fellows through their official organization has had an opportunity of being tried out in practice.

In short, since the members of the California Medical Association, through their constituted authorities, the House of Delegates and Council, have embarked upon the institution of a state-wide voluntary medical service plan to which much publicity has been given, from one end of the United States to the other, it now behooves every one of the more than six thousand State Association members and the component county medical societies to give the fullest possible support in carrying the plans through to successful issue. This is not too much to ask, and that much is expected from one and all.

CALIFORNIA ADMINISTRATION COMPULSORY HEALTH INSURANCE BILLS— A. B. 2172 AND S. B. 1128

A Voluntary Medical Service Plan Is Preferred by the Medical Profession.—A voluntary medical service plan has been espoused by the California Medical Association. The inference, therefore, is clear, that a voluntary system of so-called health insurance is preferred by members of the medical profession of California rather than a compulsory health insurance system, supported, as it would need to be, through taxation, and administered by public or political agencies.

* * *

The So-Called "Administration Health Insurance" Bill.—Prior to the State election on November 8, 1938, considerable publicity was given by some of the candidates for office to proposed health insurance legislation; and the press

* On page 247 of this issue of CALIFORNIA AND WESTERN MEDICINE, the series of questions and answers concerning California Physicians' Service, which appear in the brochure, are given place as part of the Official Journal's permanent record concerning initial steps in the organization of the new corporation.